E-MAIL

Alice -
please copy on both!
Me. Thanks
L-

J. T. JONES #1242
Chain Accounts Manager
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Raritan Center
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VMail #49634

June 7, 1995

ROU #1210
To: F. E. Cook

Re: A&P Supermarkets (CID #0208-01-01)
Contract Display Placement Approval

Dear Floyd:

Bob D'Andrea, Director of A&P New Jersey South, has authorized placement of our Self Service, Non-Self Service UPM's and Non-Self Service Full Price Pack Displays in the following stores:

STORE #	DIV./ASSG.	SIS #	CONTRACT DISPLAY	LOCATION	CONTRACT PLAN / RATE	EFFECTIVE CONTRACT DATE
910	1230 / 13	402867	One 2' S/S UPM's	Checkouts #2	UPM - Z - $100	7/1/95
656	1230 / 15	589644	Two Full Price NSS Pk Displays	Inside Customer Service	UPM - Z - $70	"
924	1230 / 15	279985	One 2' S/S UPM	Checkout #3 or 4	UPM - Z - $100	"
657	1230 / 07	402724	One 2' NSS UPM	Inside Customer Service	UPM - Z - $50	"
891	1230 / 07	402744	One 2' S/S UPM	Checkout #1	UPM - Z - $100	"
895	1230 / 06	402826	One 2' S/S UPM	Checkout #1	UPM - Z - $100	"
897	1230 / 06	402846	One 2' NSS UPM	Inside Customer Service	UPM - Z - $100	"
801	1230 / 11	402772	One 2' S/S UPM	Checkout #2 or 9	UPM - Z - $100	"
806	1226 / 16	402514	One 2' S/S UPM	Checkout #2	UPM - Z - $100	"
949	1230 / 12	772207	One 2' S/S UPM	Checkout #2 or 3	UPM - Z - $100	"

A&P Supermarkets have not participated in any of our contract plans for several years. These displays were sold based on the potential to increase RJR SOM and stores overall cigarette sales. Following are guidelines to increase sales on our brands in all stores:

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Source: https://www.industrydocuments.ucsf.edu/docs/lpln0000

- Minimum monthly coverage in all stores
- Place 25¢ store coupons on Select brand family and 20¢ coupons on DORAL brand family - on-going / monthly
- Place pack premium items, when available

Bob D'Andrea, Director, has requested feedback on stores' volume and RJR SOM, monthly.

I will arrange placement of all contract displays beginning week of June 12, and will enter contract displays into S.I.S.

Sincerely,

Jim

J. T. Jones

JTJ/fr

cc: M. A. Young

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